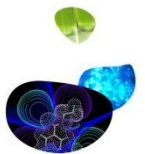


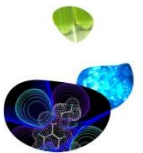
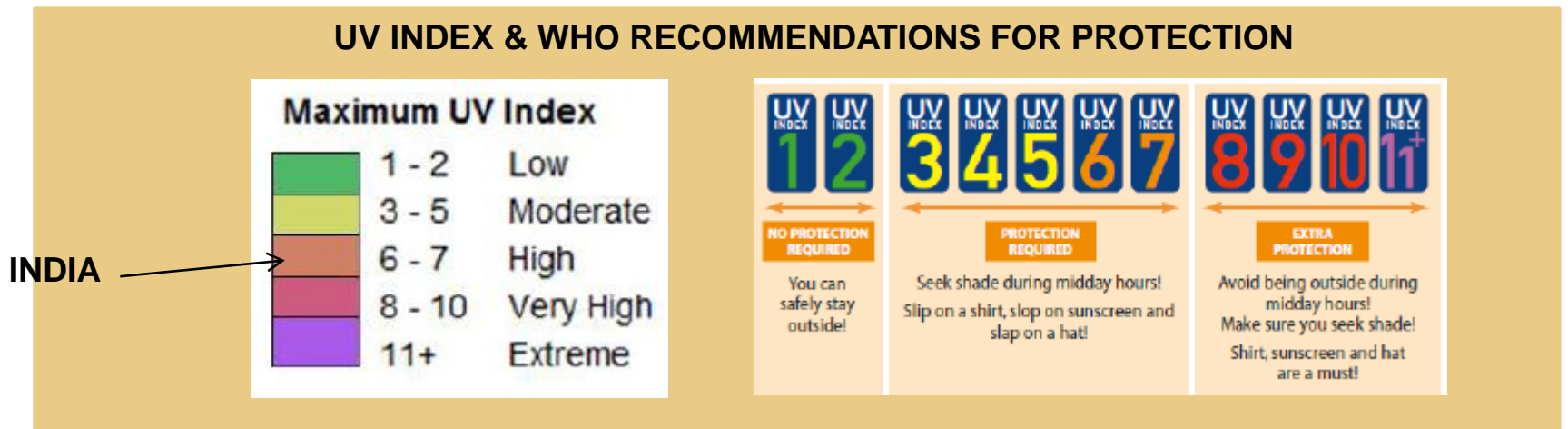
Quest for flawless facial skin: Prevention and Correction



Prevention

*Photoprotection is the best way to achieve this
Indian perspective*

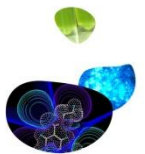
- **Daily exposure to UV in India is amongst the highest in the world**



Prevention

Photoprotection is the best way to achieve this
Indian perspective

- **Most cutaneous changes induced by sunlight result from the impact of UV rays: UVB (290-320nm) and UVA (320-400nm)**
 - Changing Lifestyles in India
 - Environmental factors (Pollution, ozone depletion etc)

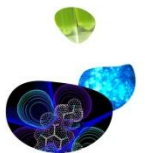


Prevention

Photoprotection is the best way to achieve this
Indian perspective

- **Skin is exposed to a high dose of UVA throughout the year, the day, even behind the glass and in cloudy weather**
 - Create awareness
 - Use of sunscreen is 1.6% in urban India (2.3% in higher socio-economic category)*
 - Sunscreen use is restricted on sunny days (no awareness of UVA)

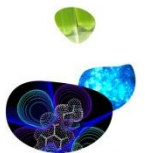
*Household panel data



Prevention

Photoprotection is the best way to achieve this
Indian perspective

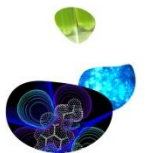
- **Research has shown that all skin types are sensitive to UV-light with an inverse relationship between constitutive pigmentation and DNA damage**
 - Indian skin is less prone to sun-burn or DNA damage
 - Indian skin takes a long time to recover from sun tan



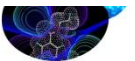
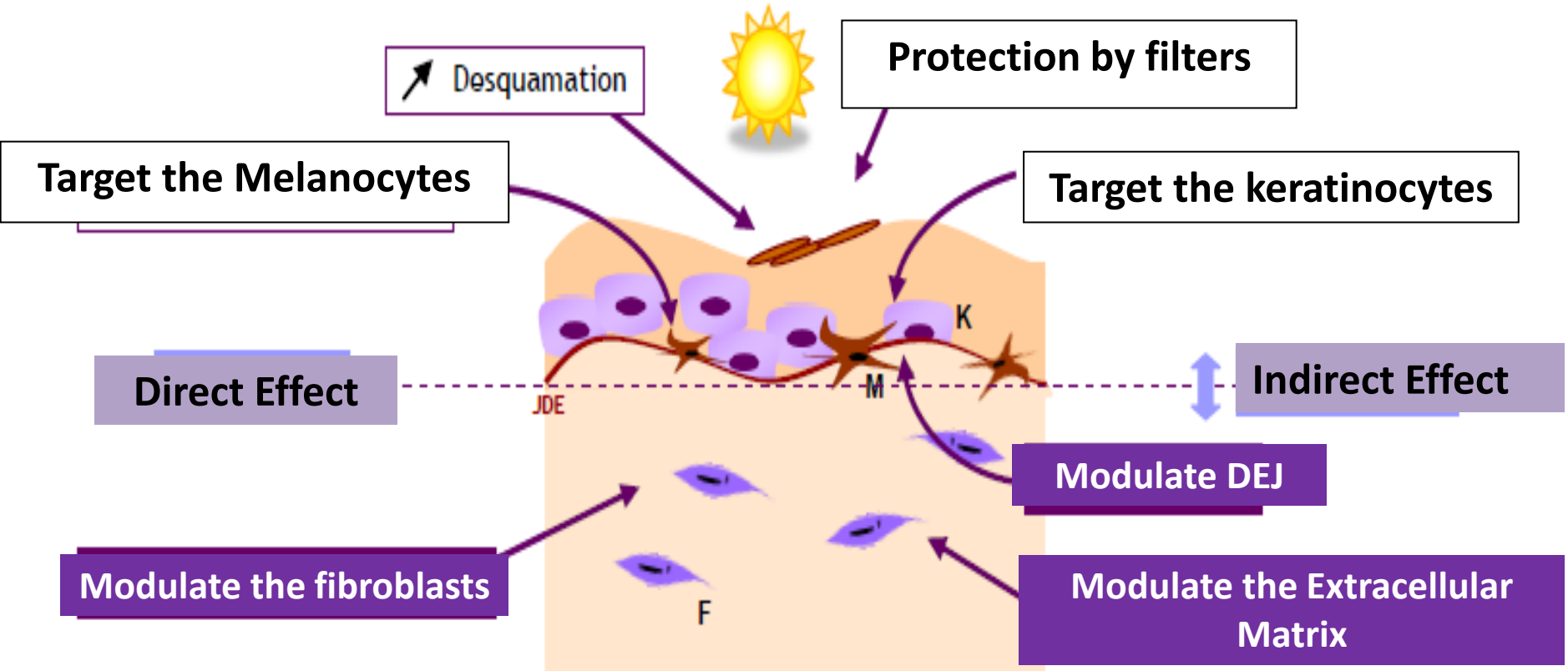
Prevention

Photoprotection is the best way to achieve this
Indian perspective

- **Indian population presents a large variety of sun-induced damage: photodermatoses, hyperpigmentation and photoaging**
 - Counseling & Compliance



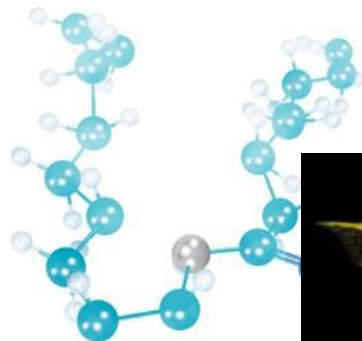
Correction: What are the skin targets



Correction: Molecules & Actives

Targets

Epidermis



PROCERAD



Mexoryl SX

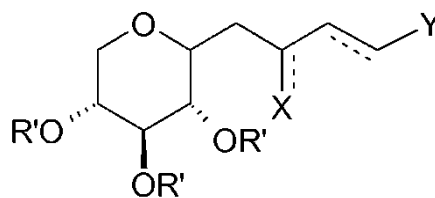
Melanocyte



Mexoryl XL

Oxidative Stress

Dermis



C-Xyloside

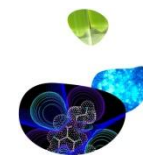
Function

Exfoliant

Melanocyte inhibitor

UVA/UVB sun screen

Actives for DEJ & Dermis



Conclusion

Flawless skin is achievable!

What should be the strategy for the dermatologist?

A. Prevention to sun exposure:

- Create awareness on UV exposure & sunscreen use
- Dispel misconceptions about darker skin, Vit D

B. Correction: A multi target approach

- Exfoliation, melanocyte inhibitor, UVB/UVA protection, DEJ & Dermis

